

## **REMARKS**

The applicants have carefully considered the Office action dated August 20, 2007. By way of this Response, claim 5 has been amended. In view of the following remarks, favorable reconsideration is respectfully requested.

### **Allowed Claims**

Claims 24, 26-28, 30-33 and 50 stand allowed and are not discussed herein.

### **Interview Summary**

The undersigned wishes to thank the Examiner for his participation in a telephone conference on September 10, 2007. During that phone conference, the Examiner and the undersigned discussed the fact that Aras does not teach or suggest a program identifier that employs an activatable media link to identify a program tuned by a tuner. The undersigned indicated that an amendment specifying the activatable nature of the media link would be added to claim 5 and the Examiner indicated he would consider the amendment when submitted. In view of the long prosecution history of this case, the Examiner is respectfully requested to contact the undersigned to discuss this case further if necessary to move it to allowance.

### **Art Rejection**

The Examiner rejected claim 5 by arguing that Aras' description of sending AVI codes to a Behavior Collection Center (BCC) constitutes

accessing the content provider because Aras indicates that the BCC could be located at such a content provider. As discussed at the telephonic interview described above, the AVI codes of Aras are not activatable to retrieve content *different from the tuned program in which they are embedded* from a content provider. Accordingly, Aras does not teach or suggest a program identifier to identify a program tuned by a tuner by activating a media link to retrieve the content from the content provider as recited in claim 5. Accordingly, claim 5 is in condition for allowance.

If any issues remain, the Examiner is invited to contact the undersigned at the number identified below.

Respectfully submitted,

HANLEY, FLIGHT & ZIMMERMAN, LLC.  
Suite 2100  
150 South Wacker Drive  
Chicago, Illinois 60606  
(312) 580-1020

By: /James A. Flight/  
James A. Flight  
Registration No. 37,622

**December 14, 2007**